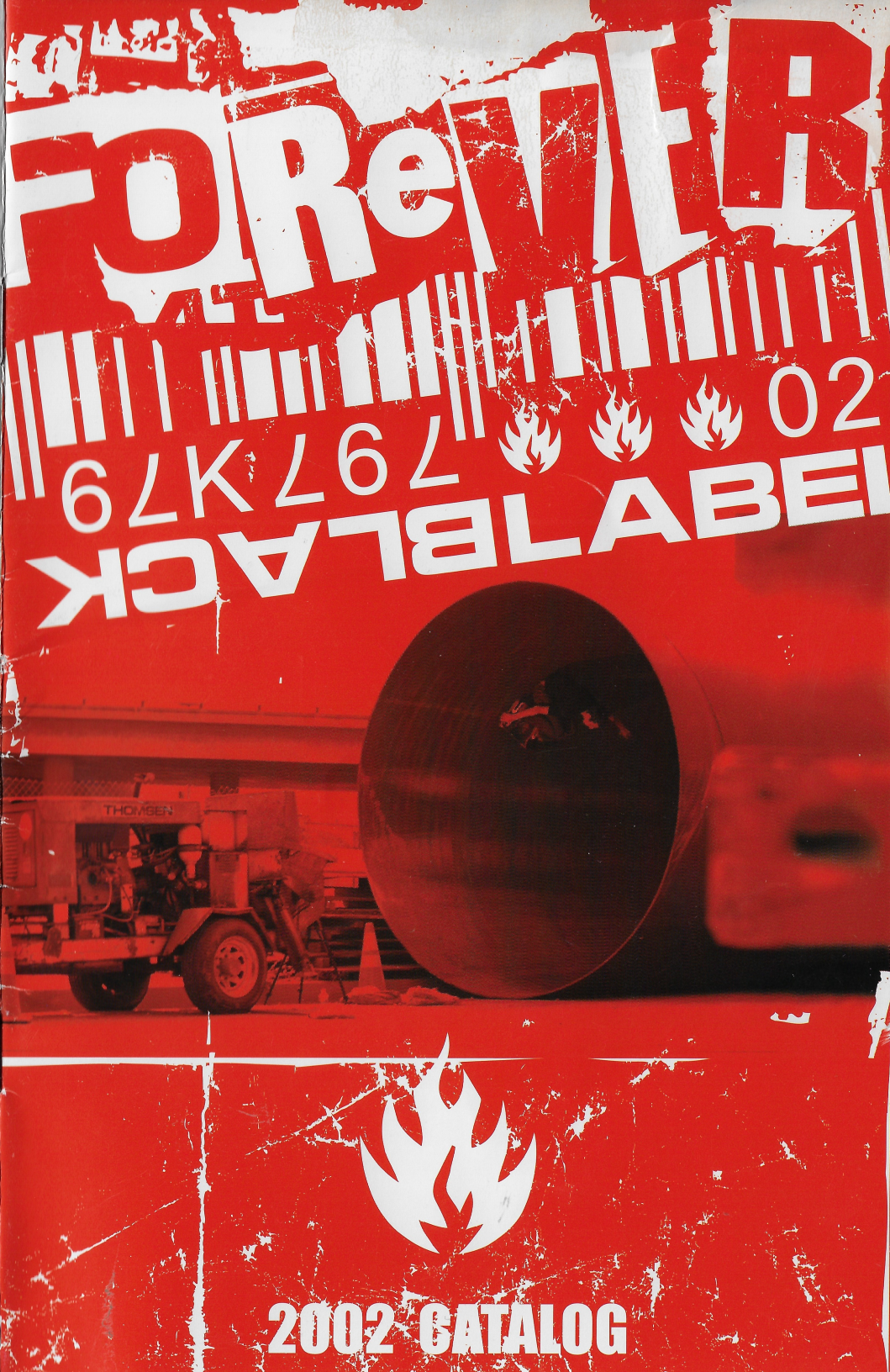




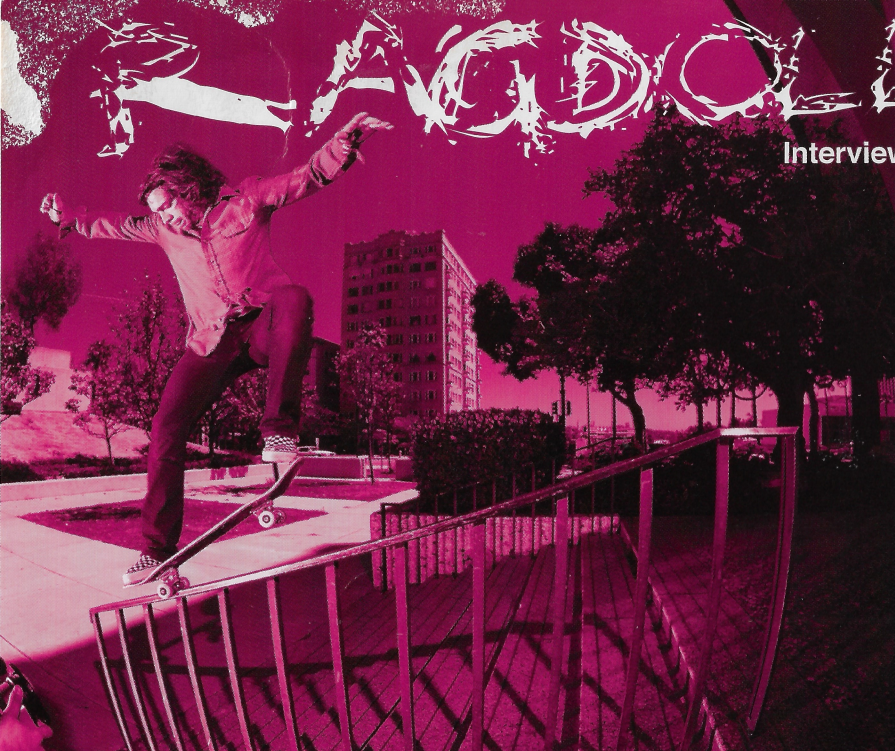
FOR EVER
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BLACK LABEL



2002 CATALOG

RAGDOLL

Interview



In this day of modern technology, you'd think getting stuff like interviews done would be a snap. With the advent of computers, cell phones, and p.d.a.'s, communication technology's are at an all time high. Wrong. The one underlining factor that always seems to jam things up is, people. The life of a pro skateboarder is no different, in fact it's worse. So, getting team riders to sit down and give an interview is a full time job in itself.

"Pure rock n' roll" that's how one person has described Ragdoll, "the Las Vegas nightmare" was another. However you want to put it, the kid's got a style and flair that can only be overshadowed by his drive to throw himself, make or break, into some of the heaviest situations. With any thought of welfare thrown to the wind, it's smash time. On the other hand, I can see Ragdoll as the front man in a rock band. With a flowing feather boa, bottle of bourbon in one hand, and a couple of hot groupies in the other.

The following blurb took place over the phone with one of BLACK LABEL'S newest pro's Anthony "RAGDOLL" Scalamere. I tracked him down in his home town of Las Vegas. On a Saturday night. Great. This is rock n' roll, this is Ragdoll.

So, what's up with the L.O.M.F?

What? Oh. (Background Noise) It stands for "Lights Out Mother Fu@#er"...It's a bunch of us. All friends. We're into some serious "antics".

You mean "Hi jinx"?

Nah...that was yesterday. Now, it's all about the antics. We've got a demo loop of hectic antics that we're going to sabotage the booth's at the trade show with.

So who's in the crew?

Me, James Atkins, Vinny Vegas, Shad, Brian Young, Greg Esquire, and some other Las Vegas heads.

Who do you skate with?

Mostly the Lights Out Crew. Alfaro, when we can hook up. Tony Hawk, Andy MacDonald, Tom Green! (Laughter)

I noticed that you like getting out and meeting people, like at demos.

Oh yeah, the kids rule! You never know who you'll meet. You never know, that bratty kid could have a hot sister! Speaking of which, I'm on a mission right now!

Huh?

I'm on a mission! Think about it. I'm with my boys, on a Saturday night, in Vegas! Lights out!

You wanna do some word association?

No!

C'mon!

Whatever...

Ok, let's see here...meat balls.

(Laughter) This is stupid!

Yeah, yeah...hate.

Love to hate!

Big Up's.

F#&k off!

Go die.

Please do!

Great, so what is your current set-up?

My board, backwards. 5.25 Destructo's, Speed Metal Bearings and 50mm Revolution wheels.

Got any "Shout Out's"?

You, Lucero, Vinny Vegas, Matt Ball, James Atkins, the whole Black Label family, Gary and Kyle at Speed Metal and your Momma!

You got any F@#k Off's?

Yeah! The damn 1:45 beer cut off in California stores!

Last Words?

(More Laughter) Yeah! Meet me in the bathroom!





CLOTHING & ACCESSORIES

* Available in Mens Longsleeve



Sacto
28, 30, 32, 34, 36, 38
12.5oz denim
Dirty or vintage wash

SJ
28, 30, 32, 34, 36, 38
12.5oz denim
Black denim or dirty wash blue denim

OC
28, 30, 32, 34, 36, 38
Cotton/poly blend
Assorted colors

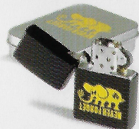
Vista
28, 30, 32, 34, 36, 38
Cotton ripstop
Assorted colors



Socks - Red, Black, White or Gray



Web Belts
Assorted Styles and colors



Never Forget
Zippo
Lighter



Pocket Knife
with toothpick and tweezers



Wallets
Assorted Styles and colors



Punk Pins
6 Pack



Leather Belts
Assorted Styles and colors



Big Flame
Flexfit / youth



Never Forget
Flexfit



Sell Out
Flexfit / youth



Nevermind
Flexfit



Circle Flame
Flexfit



Demolition
Flexfit



Torn
Flexfit



Bad Moon
Flexfit



Punk label
Flexfit



Life or Death
Flexfit



Oval Elephant
Flexfit



Purple Heart
Flexfit



Decay
Flexfit



Sell Out Rubber
Mesh Back



Barcode
Mesh Back



Big Flame
Mesh Back



Red Cross
Mesh Back



Cowboy Shirt
100% cotton. Embroidered.
S - XL



Sellout Shirt
Stretch cotton L/S. Tonal logo-yoke placement
S - XL



Dirt Head
100% cotton. S - XL



Hooded Sweatshirt - Applique
Available in assorted colors and logos. See above.
S - XL



Hooded Sweatshirt - 100% cotton
Available in assorted colors and logos. See above.
S - XL. *Youth Sizes



AWOL Jacket
100% cotton. Heavy Duty w/ sleeve
lining. S - XL



Custom Zip Hood
Screenprint
S - XL



Dirt Bag
Backpack



Death Squad
Backpack

SKATEBOARDS & GEAR



Agah Blender
7.625 x 31.325
small 7.5 x 30.625

Gagne Blender
7.875 x 31.625

Hassan Blender
8 x 32

Hensley Blender
8 x 32.125

Speyer Blender
8.25 x 32.125

Svitak Blender
7.75 x 31.5

Team Blender
7.5 x 31.5

Gagne Cobra
7.5 x 31.5

Gagne Drinking Fish
7.875 x 31.625



Agah Funeral
7.5 x 31.5

Alfaro Funeral
7.875 x 31.5

Gagne Funeral
7.5 x 31.5

Gilley Funeral
8 x 31.75

Melcher Funeral
7.75 x 31.5

Ragdoll Funeral
7.875 x 31.625

Svitak Funeral
7.75 x 31.5
small 7.5 x 30.25

Svitak Nice day
7.75 x 31.5
powerbeam

Svitak Cassette
7.75 x 31.5



Svitak No Nazis
7.75 x 31.5

Alfaro Outer Limits
7.875 x 31.5

Gilley Tomb
8 x 31.75

Melcher Clover
7.75 x 31.5

Ragdoll Dummy
7.875 x 31.625
small 7.5 x 31.5

Agah Marilyn Monster
7.5 x 31.5
powerbeam

Give Blood
7.875 x 31.5
small 7.5 x 30.125

Forever Thumbhead
8.25 x 32.75

Label Kills Video
7.875 x 31.625



BLACKLABELSKATES.COM



Future Flame
7.5 x 31.5



Future Ant
7.75 x 31.5



Future Thumbhead
7.875 x 31.625



Future Elephant
8 x 32.125



Punk Label
8.125 x 32.75
powerbeam



Killdozer
10 x 32.875



Chopped Thumbhead
7.5 x 31.125



Chopped Elephant
7.625 x 31.375



Chopped Flame
7.875 x 31.625



Gagne-Blender
52



Speyer-Blender
58



Blender
54 / 56



Funeral
53



Give Blood
54



Red Cross
58 / 60 / 62



Decay
52 / 54



Nevermind
53



Chopped Elephant
52 / 53 / 54



Chopped Flame
53 / 54 / 56



Chopped Thumbhead
54



Deathstar 2002
55



Future Flame
53



Future Ant
51



Future Thumbhead
57



Future Elephant
55



Self-Locking Mounting Hardware 1"



Rails



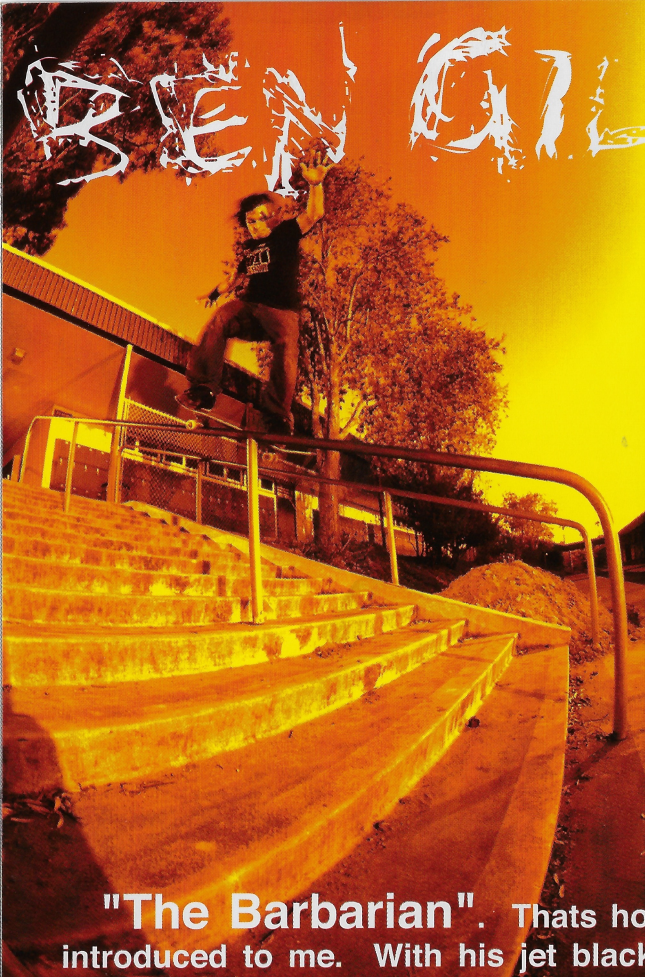
Die Cut Griptape



The Next Video From The Label "Blackout" DVD or VHS

BEN GILLEY

Interview

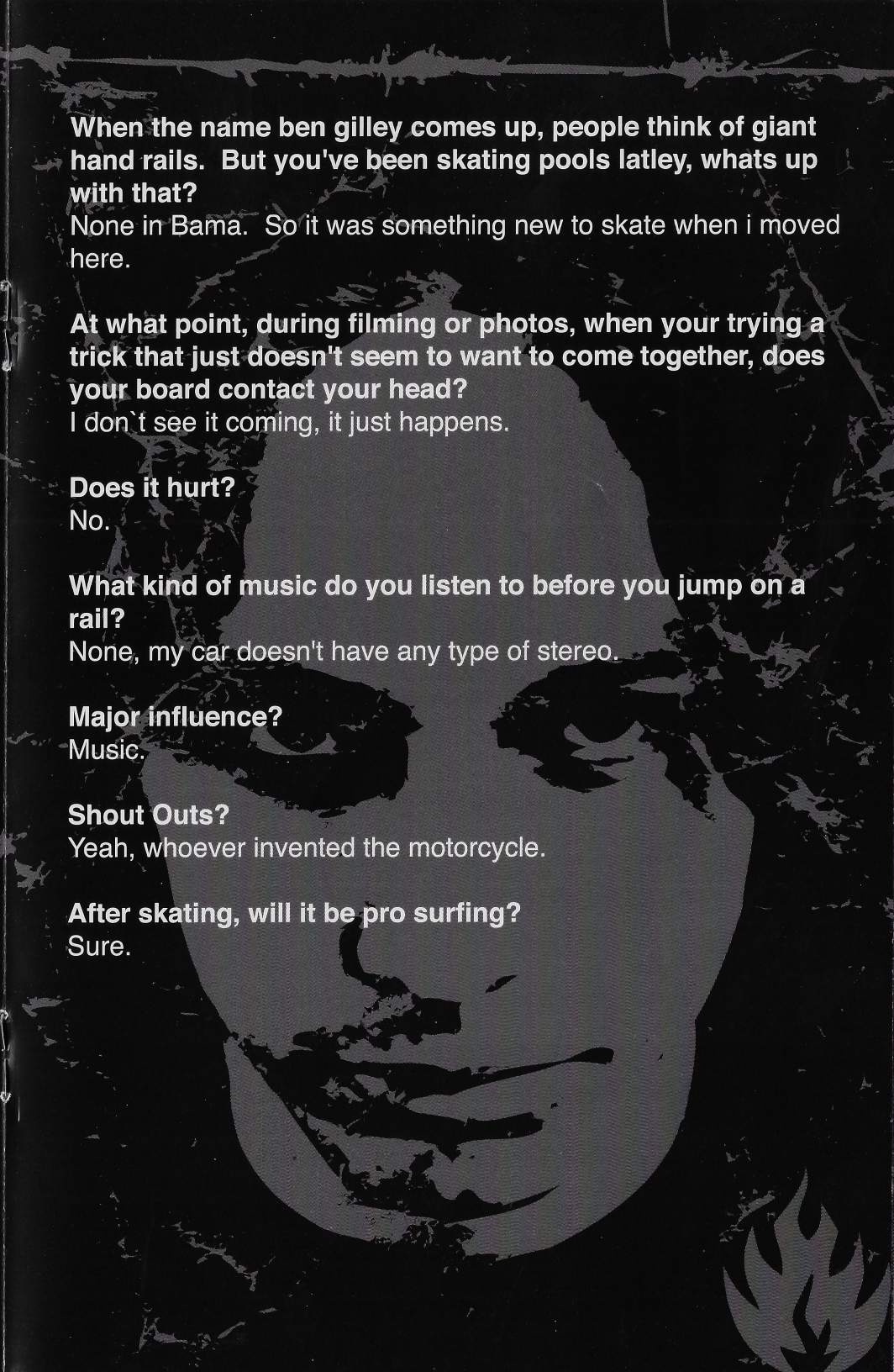


"The Barbarian". That's how Ben Gilley was first introduced to me. With his jet black locks of hair, almost completely covering his eye's, torn slayer shirt, and painted black fingernails. Ben Gilley has all the component's of the bass player in a death metal band. And at first glance, that's what I was expecting.

Until, "hey Tom, this is the "Barbarian" Ben Gilley", he quickly moved his hair out of his face, and in the same motion, shot his hand and offered me a shake. "Woah" I thought, "this guy seems pretty cool", and after working with him over the last year, i've found that he is indeed, cool. He'll always take time out to offer advice to a kid, or just stop and say "hi". Rail crushing, hessian, good ol' boy from Bama. Yes, Ladies and Gentlemen, I give you Ben Gilley:

Do you feel having some sort of of image is important in pro skateboarding?

As a selling point, yes...as a skateboarder, no.



When the name ben gilley comes up, people think of giant hand rails. But you've been skating pools latley, whats up with that?

None in Bama. So it was something new to skate when i moved here.

At what point, during filming or photos, when your trying a trick that just doesn't seem to want to come together, does your board contact your head?

I don't see it coming, it just happens.

Does it hurt?

No.

What kind of music do you listen to before you jump on a rail?

None, my car doesn't have any type of stereo.

Major influence?

Music.

Shout Outs?

Yeah, whoever invented the motorcycle.

After skating, will it be pro surfing?

Sure.





JASON ADAMS
LIVE FREE

7.875 x 61.625
midget : 7.5 x 30.625



JASON ADAMS
GUNS TO GRAVEL

8.125 x 32.5
Punk Point



JASON ADAMS
THE KID

7.875 x 31.625



GOOD, BAD & UGLY





JASON ADAMS

TRIPLE X

7.5 x 31.25



CHET CHILDRESS

BORN RECKLESS

7.75 x 31.5



SIX GUN

TEAM

7.625 x 31.325



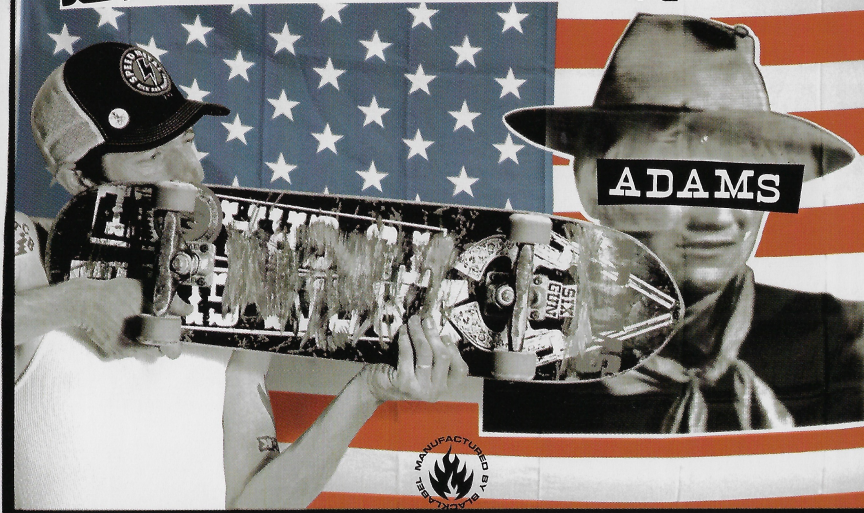
ADAMS SIX GUN



THE

KID

LIVE FREE OR DIE



SO WHAT HAVE YOU BEEN UP TO LATELY?

WELL I ACTUALLY JUST GOT BACK FROM SAN JOSE. I WENT UP THERE TO TRY TO GET THE BALL ROLLING FOR THIS VIDEO. IT WAS A GOOD TIME.

OTHER THAN THAT, I'VE BEEN GETTING THIS SIXGUN STUFF TOGETHER, AND HANGING OUT WITH THE FAMILY...PLAYING WITH HAILER...MY DAUGHTER...DOING SOME TRAVELING...IT'S BEEN KINDA CRAZY, BUT I CAN'T COMPLAIN.

WHAT IS THIS SIXGUN THING EXACTLY?

WELL, THE SIXGUN THING IS A LOT OF THINGS I GUESS. I CALL IT A "SUB-BRAND". IT'S NOT LIKE WE'RE TRYING TO GO AND START THIS FAKE COMPANY OUT OF NOWHERE, YOU KNOW. IT'S DEFINITELY A PART OF BLACK LABEL, AND WE'RE GOING TO KEEP IT THAT WAY. FORTUNATELY, LUCERO HAS GIVEN ME THE OPPORTUNITY TO USE A LOT OF MY IDEAS AND CREATE SOMETHING OF MY OWN. IT'S ALSO COOL BECAUSE IT GIVES ME THE OPPORTUNITY TO GET A LITTLE TEAM TOGETHER. THAT'S ONE OF THE COOLEST THINGS ABOUT THIS...I WANT TO GET A GROUP OF GUYS, THAT, NOT ONLY DO WE GET ALONG, BUT WE ALL HAVE A SIMILAR ATTITUDE TOWARD SKATING. ANYWHERE, ANYTIME, AMP SESSIONS. IT'S THE BEST WHEN YOU HAVE THOSE SESSIONS AND EVERYONE IS AMPED AND RIPPING AND EVERYONE IS FEEDING OFF EACH OTHER. THAT'S WHAT IT'S ALL ABOUT MAN, A GOOD CREW.

SO, WHAT'S UP WITH THE TEAM?

WELL WE DEFINITELY HAVE A GOOD CREW SO FAR. FINALLY, CHALBA (CHET CHILDRESS) AND I ARE ON THE SAME BOARD COMPANY. HE IS LIKE THE BEST GUY TO HAVE IN THE VAN; THE GUY'S JUST A BIG BALL OF ENERGY.

SO WHAT'S NEXT FOR SIXGUN?

WELL, IN SEPTEMBER, WE'RE GOING TO HEAD UP TO OREGON AND JUST HIT UP ALL THOSE NEW PARKS AND STUFF LIKE THAT. WHICH WILL BE LIKE, THE FIRST SIXGUN ROAD TRIP, WHICH IS GONNA BE KILLER. OTHER THAN THAT, WE'RE WORKING ON OUR LITTLE SECTION IN THE BLACKOUT VIDEO.

FOR SOME REASON I REALLY JUST WANT TO DO A TOUR OF TEXAS. YEAH, FOR SOME REASON, I GOT THIS THING ABOUT TEXAS TOUR. WE'LL START AT THE CADILLAC RANCH IN AMARILLO AND WORK OUR WAY DOWN TO THE ALAMO AND SEE HOW MANY DITCHES WE CAN FIND. BUT...YEAH, TEXAS TOUR.

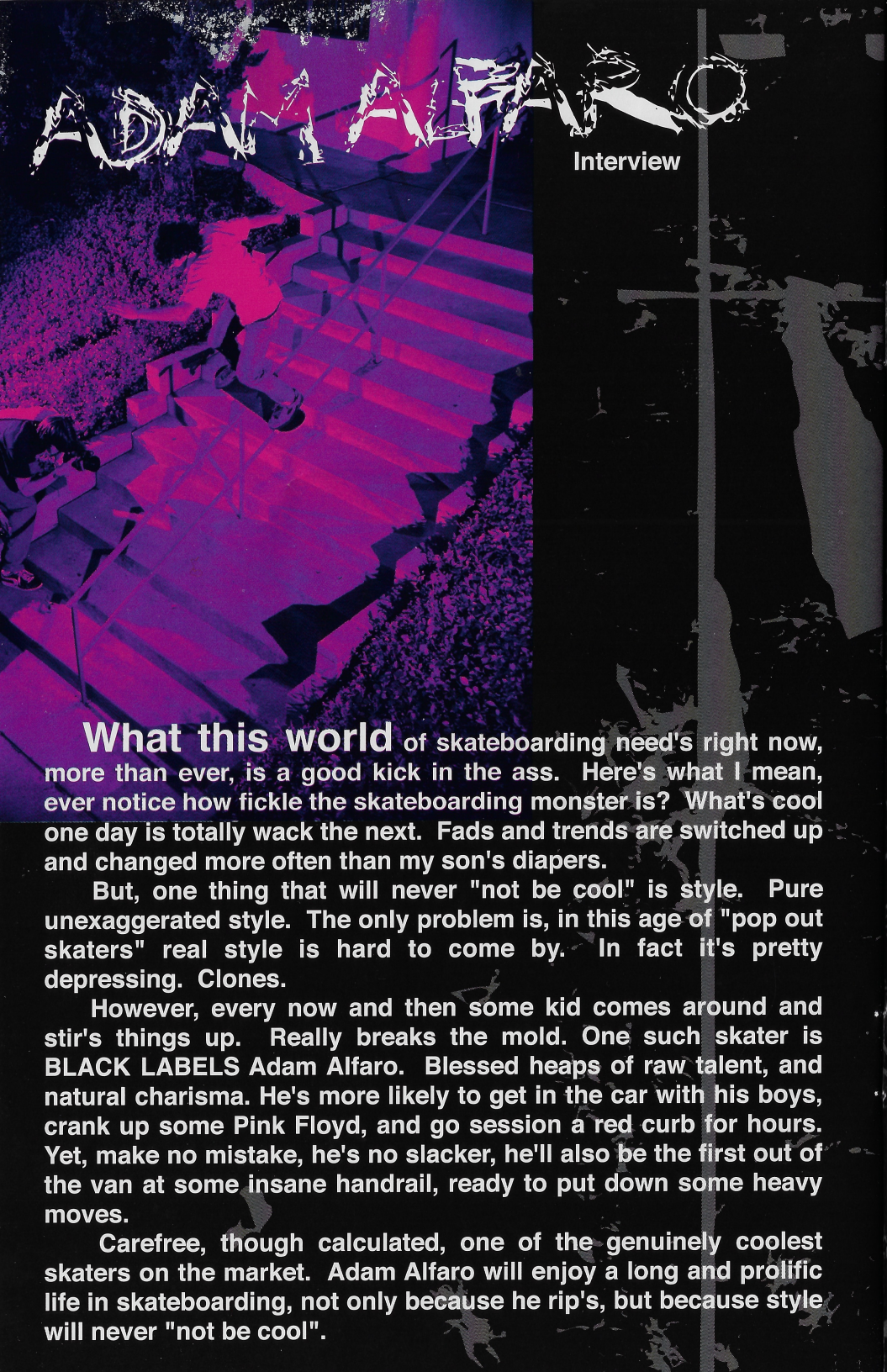
SO WHAT'S UP WITH CHET'S CROOKED ARM?

AAAH THE CROOKED ARM. I THINK HE WAS BORN WITH IT. BUT I THINK IT'S WHAT GIVES HIM HIS FLARE...GIVES HIM HIS STYLE. IT GIVES HIM HIS CHARISMA...THAT ENERGY I WAS TALKING ABOUT EARLIER.

ALL RIGHT, WELL, I GUESS WE'LL WRAP IT UP THEN. ANY LAST WORDS? ANYTHING ON YOUR MIND?

CADILLAC 2. I'VE BEEN THINKING A LOT ABOUT DOING THE CADILLAC TOUR 2, LATELY. ACTUALLY, I'VE BEEN THINKING ABOUT IT A LOT, SO WATCH OUT! 'CAUSE WE'RE COMING! CADILLAC 2!





ADAM ALFARO

Interview

What this world of skateboarding need's right now, more than ever, is a good kick in the ass. Here's what I mean, ever notice how fickle the skateboarding monster is? What's cool one day is totally wack the next. Fads and trends are switched up and changed more often than my son's diapers.

But, one thing that will never "not be cool" is style. Pure unexaggerated style. The only problem is, in this age of "pop out skaters" real style is hard to come by. In fact it's pretty depressing. Clones.

However, every now and then some kid comes around and stir's things up. Really breaks the mold. One such skater is **BLACK LABELS Adam Alfaro**. Blessed heaps of raw talent, and natural charisma. He's more likely to get in the car with his boys, crank up some Pink Floyd, and go session a red curb for hours. Yet, make no mistake, he's no slacker, he'll also be the first out of the van at some insane handrail, ready to put down some heavy moves.

Carefree, though calculated, one of the genuinely coolest skaters on the market. Adam Alfaro will enjoy a long and prolific life in skateboarding, not only because he rip's, but because style will never "not be cool".

So, Adam, where are some of the cool places skateboarding has taken you?

I've been all across the US. Mexico, Canada. Yeah, Canada was fun, they've got some of the best parks up there. I'm looking forward to going to Europe and Asia. Amsterdam looks fun!

So, have you been filming for the new Label video?

Yeah, I've been filming with Grant (Label Filmer). I have some good stuff, but I'm ready to really turn it on.

Got a few tricks up your sleeve?

Totally! I'm ready to unleash the Dragon!

What would be your advice for up and coming skaters?

Keep on keeping on! You never know if you'll make it until you give it a shot.

Who has been a major influence to you?

Jason Adams. Now that's style! But also, Tony Alva, John Lucero and Tony Trujillo. Those guys pretty much wrote the book on style.

What's your current set-up?

My board, with Destructo 5.25's, Revolution 53mm wheels.

Where do you see yourself in five years?

Still ripping with the Label Crew. Probably involved with the industry. Whatever.

What else are you into?

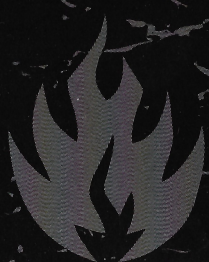
I've been working on my music collection. I like a lot of Classic Rock and Early Punk...everything from The Clash to Lynard Skynard.

Got any Shout Out's?

Lucero, The Kid, my buddy Mike M., Gary and Kyle, and the whole Label family.

Last words?

Live free or die.



So, Adam, where are some of the cool places skateboarding has taken you?

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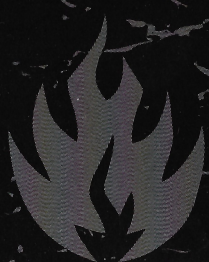
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RED CROSS

SHAPES BY LUCERO

John Lucero

10.1.02